

### ***CLAIM AMENDMENTS***

Please amend the claims, without adding new matter, so that the claims currently pending read as follows:

1. (Currently Amended) A method of setting the value of a coupon comprising:  
distributing at least one coupon;  
receiving a request for valuation of a coupon from a retailer, after distributing the at least one coupon;  
accessing market demand information for a product corresponding to the coupon in response to the request;  
determining a market demand value based on the accessed market demand information wherein the market demand value is equal to  $(\text{Inventory factor percentage} * \text{Inventory factor}) + (\text{Inventory age factor percentage} * \text{Inventory age factor}) + (\text{Competitor \#1 price factor percentage} * \text{Competitor \#1 price factor}) + (\text{Competitor \#1 inventory factor percentage} * \text{Competitor \#1 inventory factor}) + (\text{Competitor \#1 coupon value factor percentage} * \text{Competitor \#1 coupon value factor}) + (\text{Competitor \#2 price factor percentage} * \text{Competitor \#2 price factor}) + (\text{Competitor \#2 inventory factor percentage} * \text{Competitor \#2 inventory factor}) + (\text{Competitor \#2 coupon value factor percentage} * \text{Competitor \#2 coupon value factor}) + (\text{Cyclical buying factor percentage} * \text{Cyclical buying factor}) + (\text{Economic factor percentage} * \text{Economic factor})$ , wherein  $\text{Inventory factor} = \text{MAX}[0, (\text{Inventory at the retailer} - \text{Minimum inventory}) / (\text{Maximum inventory} - \text{Minimum inventory})]$ ,  $\text{Inventory age factor}$  is equal to  $\text{Average age of inventory} / \text{Maximum age of inventory}$ ,  $\text{Competitor \#1 price factor} = \text{Product price} / \text{Competitor \#1 pricing}$ ,  $\text{Competitor \#1 inventory factor} = \text{MAX}[0, (\text{Competitor \#1 inventory} - \text{Competitor \#1 minimum inventory}) / (\text{Competitor \#1 maximum inventory} - \text{Competitor \#1 minimum inventory})]$ ,  $\text{Competitor \#1 coupon value factor} = \text{Competitor \#1 coupon value}$ ,  $\text{Competitor \#2 price factor} = \text{Product price} / \text{Competitor \#2 pricing}$ ,  $\text{Competitor \#2 inventory factor} = \text{MAX}[0, (\text{Competitor \#2 inventory} - \text{Competitor \#2 minimum inventory}) / (\text{Competitor \#2 maximum inventory} - \text{Competitor \#2 minimum}$

inventory)], Competitor #2 coupon value factor=Competitor #2 coupon value, and the Economic factor=Economic indicators;

setting a coupon value based on the market demand value wherein the coupon value is set based on the sum of a minimum coupon value and the product of market demand value multiplied by a maximum coupon value less the minimum coupon value divided by 100, such that if the determined coupon value is less than the minimum coupon value, the coupon value is determined as the minimum coupon value, and wherein if the determined coupon value is more than the maximum coupon value, the coupon value is determined as the maximum coupon value; and

providing the coupon value to the retailer.

2. (Original) The method of claim 1 wherein the request for valuation is in response to a purchase.

3. (Original) The method of claim 1 wherein market demand is accessed from a database storing product sales data.

4. (Original) The method of claim 1 wherein market demand information is selected from a database including: retailer inventory, competitor pricing, current and anticipated competitor inventory, competitor advertising spending, cyclical buying trends, and economic indicators.

5. (Original) The method of claim 1 wherein the coupon value is limited within a predefined range.

6. (Original) The method of claim 1 wherein providing the coupon value to the retailer is in response to the request for valuation.

7. (Cancelled)

8. (Cancelled)

9. (Original) The method of claim 1 further comprising: allocating at least a portion of the coupon value to the customer purchasing the product.

10. (Original) The method of claim 1 further comprising: allocating at least a portion of the coupon value to the retailer.

11. (Currently Amended) A computer readable medium containing computer readable code for setting the value of a coupon based on market information comprising:  
computer readable code for receiving a request for valuation of a distributed coupon from a retailer;  
computer readable code for accessing market demand information for a product corresponding to the coupon in response to the request;  
computer readable code for determining a market demand value based on the accessed market demand information wherein the market demand value is equal to  
(Inventory factor percentage \*Inventory factor)+(Inventory age factor percentage \*Inventory  
age factor)+(Competitor #1 price factor percentage \*Competitor #1 price  
factor)+(Competitor #1 inventory factor percentage \*Competitor #1 inventory  
factor)+(Competitor #1 coupon value factor percentage \*Competitor #1 coupon value  
factor)+(Competitor #2 price factor percentage \*Competitor #2 price factor)+(Competitor #2  
inventory factor percentage \*Competitor #2 inventory factor)+(Competitor #2 coupon value  
factor percentage \*Competitor #2 coupon value factor)+(Cyclical buying factor percentage  
\*Cyclical buying factor)+(Economic factor percentage \*Economic factor), wherein Inventory  
factor=MAX[0, (Inventory at the retailer -Minimum inventory)/(Maximum inventory -  
Minimum inventory)], Inventory age factor is equal to Average age of inventory /Maximum  
age of inventory, Competitor #1 price factor=Product price/Competitor #1 pricing,  
Competitor #1 inventory factor=MAX[0, (Competitor #1 inventory -Competitor #1 minimum

inventory)/(Competitor #1 maximum inventory -Competitor #1 minimum inventory)],  
Competitor #1 coupon value factor=Competitor #1 coupon value, Competitor #2 price  
factor=Product price/Competitor #2 pricing, Competitor #2 inventory factor=MAX[0,  
(Competitor #2 inventory -Competitor #2 minimum inventory)/(Competitor #2 maximum  
inventory-Competitor #2 minimum inventory)], Competitor #2 coupon value  
factor=Competitor #2 coupon value, and the Economic factor=Economic indicators;

computer readable code for setting a coupon value based on the market  
demand value wherein the coupon value is set based on the sum of a minimum coupon value  
and the product of market demand value multiplied by a maximum coupon value less the  
minimum coupon value divided by 100, such that if the determined coupon value is less than  
the minimum coupon value, the coupon value is determined as the minimum coupon value,  
and wherein if the determined coupon value is more than the maximum coupon value, the  
coupon value is determined as the maximum coupon value; and

computer readable code for providing the coupon value to the retailer.

12. (Previously Presented) The medium of claim 11 wherein the request for valuation is in response to a purchase.

13. (Previously Presented) The medium of claim 11 wherein market demand is accessed from a database storing product sales data.

14. (Previously Presented) The medium of claim 11 wherein market demand information is selected from a database including: retailer inventory, competitor pricing, current and anticipated competitor inventory, competitor advertising spending, cyclical buying trends, and economic indicators.

15. (Previously Presented) The medium of claim 11 wherein the coupon value is limited within a predefined range.

16. (Previously Presented) The medium of claim 11 wherein providing the coupon value to the retailer is in response to the request for valuation.

17. (Cancelled)

18. (Cancelled)

19. (Previously Presented) The medium of claim 11 further comprising: computer readable code for allocating at least a portion of the coupon value to the customer purchasing the product.

20. (Previously Presented) The medium of claim 11 further comprising: computer readable code for allocating at least a portion of the coupon value to the retailer.

21. (Currently Amended) A system ~~computer readable medium containing computer readable code for resetting~~ setting the value of a coupon based on market information comprising:

means for distributing at least one coupon;

means for receiving a request for valuation of a distributed coupon from a retailer;

means for accessing market demand information for a product corresponding to the coupon in response to the request;

means for determining a market demand value based on the market demand information wherein the market demand value is equal to (Inventory factor percentage \*Inventory factor)+(Inventory age factor percentage \*Inventory age factor)+(Competitor #1 price factor percentage \*Competitor #1 price factor)+(Competitor #1 inventory factor percentage \*Competitor #1 inventory factor)+(Competitor #1 coupon value factor percentage \*Competitor #1 coupon value factor)+(Competitor #2 price factor percentage \*Competitor #2

price factor)+(Competitor #2 inventory factor percentage \*Competitor #2 inventory factor)+(Competitor #2 coupon value factor percentage \*Competitor #2 coupon value factor)+(Cyclical buying factor percentage \*Cyclical buying factor)+(Economic factor percentage \*Economic factor), wherein Inventory factor=MAX[0, (Inventory at the retailer - Minimum inventory)/(Maximum inventory -Minimum inventory)], Inventory age factor is equal to Average age of inventory /Maximum age of inventory, Competitor #1 price factor=Product price/Competitor #1 pricing, Competitor #1 inventory factor=MAX[0, (Competitor #1 inventory -Competitor #1 minimum inventory )/(Competitor #1 maximum inventory -Competitor #1 minimum inventory)], Competitor #1 coupon value factor=Competitor #1 coupon value, Competitor #2 price factor=Product price/Competitor #2 pricing, Competitor #2 inventory factor=MAX[0, (Competitor #2 inventory -Competitor #2 minimum inventory)/(Competitor #2 maximum inventory-Competitor #2 minimum inventory)], Competitor #2 coupon value factor=Competitor #2 coupon value, and the Economic factor=Economic indicators;

means for setting a coupon value based on the market demand value wherein the coupon value is set based on the sum of a minimum coupon value and the product of market demand value multiplied by a maximum coupon value less the minimum coupon value divided by 100, such that if the determined coupon value is less than the minimum coupon value, the coupon value is determined as the minimum coupon value, and wherein if the determined coupon value is more than the maximum coupon value, the coupon value is determined as the maximum coupon value; and

means for providing the coupon value to the retailer.